

Miller &amp; Rhoads

"The Shopping Center"

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# April Opens Its Doors to The Easter Fashion Gathering at "The Shopping Center"

NOW we come to the gateway of the garden of Spring—April and EASTER! And the gate swings inward to-day at the Miller & Rhoads store, bidding those who would enter into a new fashion realm.

Hundreds and hundreds of exquisitely lovely flowers of fashion have been blossoming forth here until in the fullness of their beauty they bring the

## Completed Word of Easter Modes in an Entirely New and Different Style Story From Any Told This Spring.

Subtly little changes have been creeping in—perhaps the cut of the collar, the set of a sleeve, so small a thing as a row of button, so great a point as the pleating of a peplum in a coat. In their entirety they give a new, yet unnoted, phase to spring-time fashions.

No smallest fancy of mode escaped the attention of those who plan for this store. No tentatively proposed fashion that was not tested—and, if found worthy, anticipated. So it is with sincerity born of a certain knowledge of what these stocks contain, with a security that comes from an honest comparison with other offerings in Richmond to-day—that we declare—

## These Fashion Displays Unexcelled in Variety, in Volume, in Distinctiveness

Since "1917" follows no "fashion period" unreservedly, it becomes evident that she who would be smartly clad must be individually appraised. And that is the delightful possibility throughout these assortments. First—

## Calling the Roll of Spring Suits—a Legion of Styles Answer

Tailored Cloth Suits, probably sixty different styles, from \$25 to \$75. Mannish fabrics, tweeds, Oxfords, mixtures, men's wear serges—then the new fabrics, loopings, gunnyburl, pebblette, burella, have representation in the smartest of new modes. Silk Suits temper their severity of line by distinctive little graces of garniture, \$35 to \$150.

### An Extraordinary Sale of

## New Spring Suits at \$25

FOUR large racks, just full of the best Suit values of the season—in an almost endless assortment of styles. Gabardine, Serge, Wool Poplin, Wool Velour, Jersey, Poirer Twill and Shepherd Checks.

Every popular shade—Rose, Copenhagen, Gold, Tan, Apple Green, Gray; also plenty of Navy Blues, Black, Stripes and Fancies.

Smart tailored models; also fancy effects, trimmed with belts, pockets, embroidery, buttons, etc. Suits for Sport, Street, Dress—in fact, for every occasion.

And values excel any we've offered heretofore—all at the one price, \$25.00.

## Frocks—a Wonderful, New Collection Coats—to Meet Every Exigency of Spring

Silk Frocks of taffetas, Georgette Crepe Frocks and Crepe Meteor Frocks—one can count eighty different styles from \$14.95 to \$225. Beautiful colors, beading, embroideries, differently designed.

Coats begin at \$14.95 in price and with tweeds in fabric. At \$39.50 many different styles were noted. The variety is irresistibly attractive—surely individuality is possible here.

## Girls Home From School for Easter Will Find Everything Planned for Them

In the hurry to choose new things to wear now at home and to take back—they will find their own sections helpful and ready.

Lightsome Frocks for the dance—new styles, perhaps fifty from \$20 to \$50.

School Frocks, linens as well as silks and wools. Afternoon Frocks, Suits, Coats. Prices are extremely moderate.



## Street, Afternoon and Evening Frocks

By HARRY COLLINS, American Fashion Creator

HERE are the original models all bearing the "Harry Collins" label; on special sale beginning Monday morning in our new French Parlor, an exclusive section of the French Gray Salon on the second floor.

Mr. Collins foretells a great popularity for Frocks this Spring; he looks for very full sleeves, and speaks of Black Corbean Blue, Beige, and Black and White as predominating.

The Sketch is a smart Afternoon, Georgette, braid trimmed model by Collins; the color is Beige and the size is 38. Price, \$110.00.

Looking over these garments, we pick out a Clever Miss's 3-Piece Suit of Meteor, in taupe brown. Smart Eton jacket, 3/4 sleeves, straight skirt, plaited on the sides. Plaid tailored waist, trimmed with buttons; long tight sleeves, size 18 years. Priced in this sale at \$80.00.

Another Very Attractive Afternoon Frock is a Black and White effect, made of Georgette crepe; it has tight-fitting waist; the whole front and extending down the sides is of Ratine braid-trimmed lace. Size 38. Priced \$100.00.

Still another Smart Frock, worthy of special mention comes in Beige and is made of meteor, with a Corbean Blue chiffon coat effect waist. Embroidered with colored beads down the front and on the sleeves. Size 36. Priced \$150.00.

THE EVENING GOWN is entitled to a special article, because it is to-day the important frock, and the one women of fashion spend the most of their time in and the most money for. Space forbids description of them here, but we do invite you to call and inspect these Gowns at your earliest convenience.

## Hats, Broadly Speaking, Turn Sailor Small Hats Make Stature a Point

MILLINERY is more than ever charming here. Every new fashion is mirrored. Groupings of unusual Hats have been very specially made at \$7.50, \$10, \$12.50, \$15, \$18.75.

To go through the store and review the wonder of it is not possible here. With an added word we must stop—but this is of supreme importance as it concerns—

## New Easter Petticoats, Gloves From France, the Latest Successes in Neckwear; Footwear, the Varied Modes Essential for Correctness

No effort will be spared to make selection of all apparel and accessories as pleasantly easy as possible. But the time is short—may we suggest an early visit.

## Blouses and Separate Skirts Harmoniously Designed

For every suit mode there has ever been a blouse-style. But these collections go even further now and plan Blouses to escort harmoniously the new separate skirts—\$5.95 to \$35.

Separate Skirts are more important than ever, and so these collections are more complete than ever. Even at \$12.50 there are many different styles in Silk Skirts. Others to \$35.

## Announcing the Spring Opening

OF THE

## Art Needlework Dept

Newly Located on the Second Floor—South—New Grace Street Building.

New location—here—means better location; a larger space and increased facilities for supplying the needs of Richmond's host of Needleworkers, it matters not how simple or how elaborate the designs to which one's taste may lead them.

Special attention is invited to the new lines of children's Stamped Dresses and Coats; also to the exquisite new stamped Carriage Pillows, Carriage Robes, etc.

The department waits with delightful anticipation an early visit from you.

